

**Workplan Logistics**  
 Contact: Kevin DeLury, #3466

**I. Selling/Execution Detail**

Month: May

Promotion: CAMEL Buy 4 Get 1 Free

Promotion #: 800332

Item #: 541400 CAMEL B4G1F Sleeve Kit, 541430- CAMEL B4G1F Display/POS Kit

Segment: Cigarette/Tobacco Stores - Pack

SKU Quantity: 40 Sleeves/SKU (20 Lights Box and 20 Filter Box)

Placement/MSA Reporting: CAM MAY B4G1F

Reporting Dates: 5/4 - 7/17/98

Promotion Details: 1) Promotion Description: Buy 4 Packs Get 1 Free "Presleeved" in Winston-Salem. Direct account required to place "presleeved" units in promotional sleeves and ship to retail. Each CTS to receive 3 SKUs of 40 offers.  
 2) Materials Description: B4G1F Sleeve Kit includes 40 5-pack units. Display/POS Kit includes Floor Base Display with Riser Card and detachable "Beast" standee, 2 Large Posters.  
 3) Recommended Displays: #541430 Display/POS Kit (holds 54 offers)

Pricing Details: - Invoice Description: CAM B4G1F  
 - Pricing: Regular list price  
 - Terms: Standard 3.25% on live product. Handling allowance 3.25% on free product. 1.4% EFT.  
 - Additional Allowance: State tax for free product.

Promotional Packaging UPC: 12300-23891

Product UPC: CAMEL Lights Box - 23596  
CAMEL Filter Box - 23595

\* VAP Payment Per 6M Case: 1) Pack Only: \$7.60 \* per promoted 6M case (\$5.00 \* per SKU of 40)  
 2) Pack and Ship: \$11.20 \* per promoted 6M case (\$7.50 \* per SKU of 40)

**II. Promotion Timing**

Allocations Available: 2/2/98

Model Available: 2/23/98

Allocation Adjustments to Model: 2/23 - 3/20/98

Templates Available: 3/23/98

Valued-Added Transfer Deadline: 3/27/98

First Order Date: 3/30/98

First Ship Date to Direct Accounts: 4/20/98

VAP/Delivery Date to Retail Accounts: 5/18/98

Last Delivery Date to Direct Accounts: 5/29/98

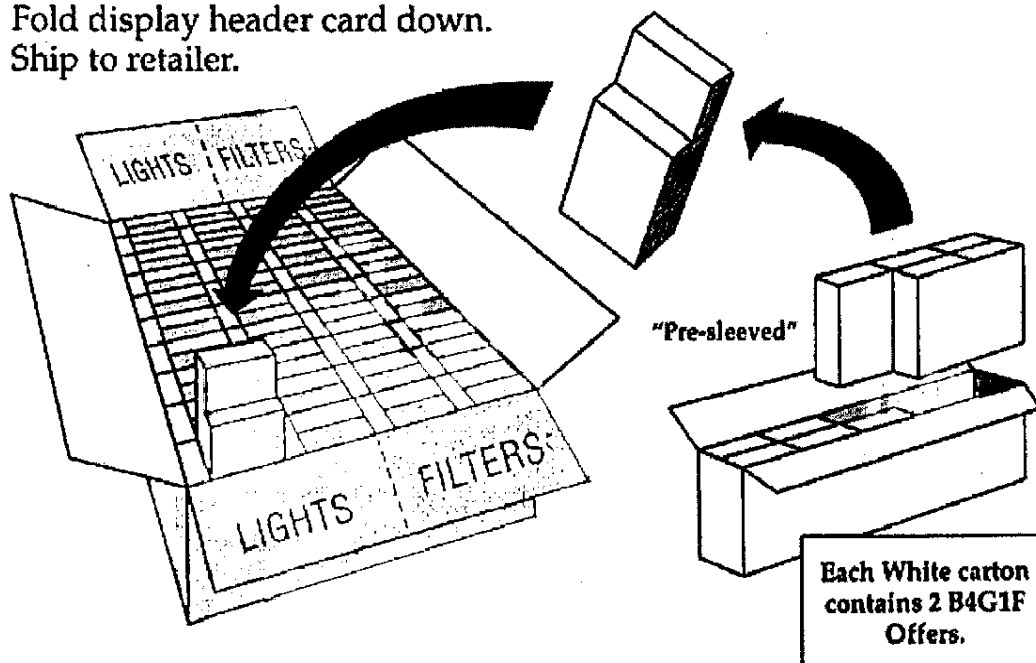
Roll Remaining Allocations to National/Clean-Up: 6/1 - 6/5/98

\* Revised Costs - Case and SKUs

51861 1148

**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS 2ND QTR. '98****May CAMEL B4G1F***(Buy 4 Packs Get 1 Pack Free-CTS Pack)***STEPS**

1. Open CAMEL B4G1F shipping case.  
Inside will be 40 assembled sleeves ready for loading.  
(20 sleeves will be marked "Filters" and 20 will be marked "Lights")  
DO NOT REMOVE the sleeves from the kit.
2. Place one B4G1F "pre-sleeved" offer into each CAMEL style specific sleeve.
3. Close and seal the case. Each Cigarette Tobacco Store on RJR list should receive a minimum of 3 SKU's (boxes).
4. Fold display header card down.
5. Ship to retailer.



Item#541400 CAMEL MAY B4G1F Sleeve Kit  
Promotion Reporting Description: CAM MAY B4G1F

Brand Style	Flt Box	Lt Box				
Number of Cartons						

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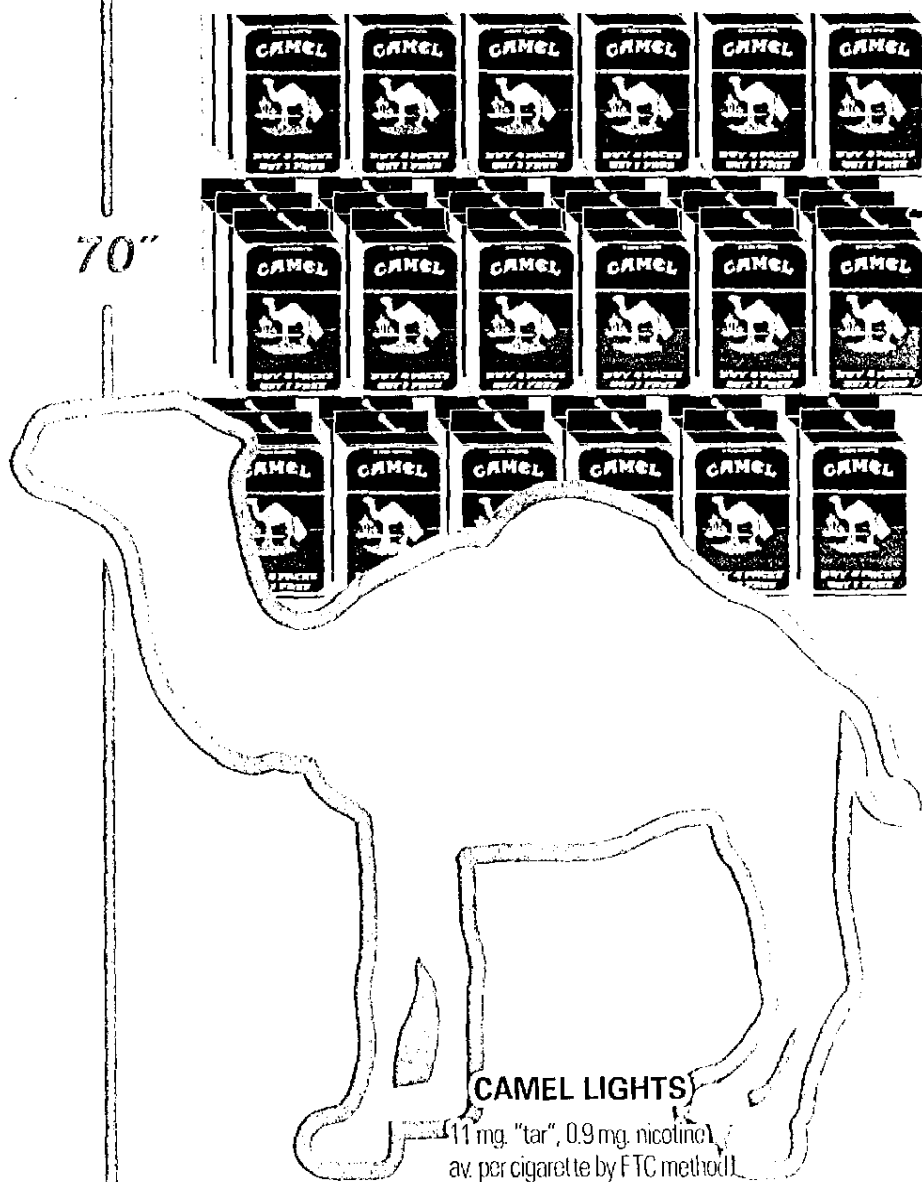
# CAMEL

## BUY 4 PACKS GET 1 FREE

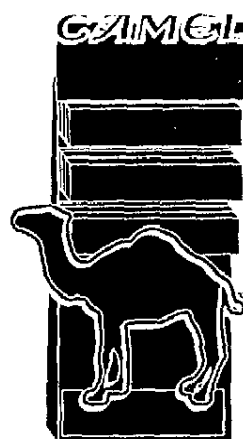
DISPLAY PROJECTS STRONG  
CAMEL IMAGE WITH HIGHLY  
VISIBLE OFFER AND  
EXPLOSIVE GRAPHICS.

INTERACTIVE HOOK  
DISPENSERS ARE  
USER FRIENDLY.

WHEN PROMOTION IS OVER,  
THE CAMEL SEPARATES AND  
BECOMES A FLOOR STANDEE  
TO CONTINUE CAMEL  
PRESENCE IN STORE.



**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**



51.861-1150

### OFFER RUNS

05/18/98-06/30/98

DISPLAY/POS KIT INCLUDES:  
FLOOR-BASED DISPLAY  
WITH DETACHABLE CAMEL  
STANDEE AND TWO  
DOUBLE-SIDED PASTERS.